



LEGO®BRICKS

Quirky Facts

- The name 'LEGO' is an abbreviation of the two Danish words "leg godt", meaning "play well"
- The LEGO Group was founded in 1932 by Ole Kirk Kristiansen. The company has passed from father to son and is now owned by Kjeld Kirk Kristiansen, a grandchild of the founder.
- Recently Topgear's James May called for people to help build a LEGO house to live in, respondents lined up for 5 to 6 hours, it was a thought that took on a life of its own.
- Every facet of our lifestyle has been built, created, played with, re-designed and loved. At any time people are creating with LEGO in every corner of the world.
- Introduced in the United States in 1962, the first LEGO came in loose sets of bricks.
- LEGO has come a long way over the past almost 80 years, from a small carpenter's workshop to the world's fourth-largest manufacturer of toys.
- There are more than 900 million different ways of combining six eight-stud bricks of the same colour.
- The company has made 400 billion LEGO elements or 62 bricks for every person on the planet.
- If stacked on top of one another, the pieces would form 10 towers reaching all the way from the Earth to the Moon.
- The bricks produced today have the same bumps and holes, and can still interlock with those produced in 1958.
- The first mini-figures (or mini-figs) were released in 1978 for the Town, Space, and Castle play sets.
- When they were first created, LEGO decided that their happy faces should have only one color: yellow.
- 2.16 million LEGO elements are moulded every hour, or 36,000 per minute.
- The LEGO manufacturing process is so precise that only 18 out of 1 million LEGO bricks produced is considered defective.
- More than 400 million people around the world have played with LEGO bricks.
- 7 LEGO sets are sold by retailers every second around the world.

- The LEGO bricks sold in one year would circle the world 5 times.
- Lego bricks have been used in engineering and other technical fields to do real design and science.
- In 2000, The British Association of Toy Retailers named the LEGO brick "Toy of the Century", beating the teddy bear, Barbie and Action Man.
- According to an article in BusinessWeek in 2006, LEGO could be considered the world's No. 1 tire manufacturer; the factory produces about 306 million tiny rubber tires a year.
- The largest number of bricks used in a single sculpture was 500 000 to make a 53-foot long and 15-foot high billboard on Sunset Boulevard in Hollywood.
- A 30 000 brick sculpture takes 2 to 3 weeks to construct.